Gary Boyle

Sydney, NSW **|** 0414 825 521 **|** garyk.boyle@gmail.com **| Portfolio:** gkbfolio.com **| LinkedIn:** linkedin.com/in/garykboyle

Designer & producer of websites and digital content that deliver a delightful user experience to achieve multiple business goals such as boosting leads/conversion rates and increasing user engagement. This covers a diverse range of businesses in finance, global publishing, government departments and SMEs/start-ups.

Experience

Thomson Reuters
Designer / Producer
2021 - 2023

- Achieved in delivering high quality digital assets (landing pages & banners) for over 70 campaigns to the company's 25 digital marketers in the Asian Emerging Marketplace regions, boosting marketing captured leads and event registrations.
- Increased leads and new enquiries for the ANZ region through a key role in major website content migration to the Adobe Experience Manager platform.

Sole Trader
Web Designer
2018 - 2021

- Successful in producing effective eCommerce websites and content to online business owners for better user experiences and higher conversions.
- Delivered lead generation landing pages, digital marketing campaigns assets (ad banners, EDMs, videos) to small businesses and online entrepreneurs.

Service NSW
UI Forms Designer
2018

- Produced highly usable online transactional form designs that enabled the digital transformation of NSW Police Firearms Registrations.
- As subject matter expert for the above, assisted developers implementing UX/UI form designs through expert troubleshooting such as accessibility rectifications.

UNSW Global
Web designer / Producer
2017 - 2018

- Produced and created new campaign landing pages for increasing student enrolments. This included completing vital content updates when required.
- Major role in presenting the organisation's language course site marketing content by implementing best practice UI patterns for better usability and accessibility.

Tax Practitioners Board
Web Designer / Producer
2015 - 2016

- Successfully completed full content migration of TPB's 400 page public website to Drupal CMS within tight deadlines.
- Produced highly usable online transactional form designs that enabled the digital transformation of NSW Police Firearms Registrations.

NSW Dept. of Planning
UI designer / Producer
2014 - 2015

- Delivered a new UI design prototype portal 'NSW Planning Hub'.
- Achieved full accessibility rectifications of website issues to comply WCAG level AA.

Australian Securities & Investments Commission
UI Designer
2010 - 2012

- Successfully delivered the new UI design and page layouts for ASIC's digital transformation project: 'ASIC Connect'. Included all HTML/CSS and images for implementation into the portal's front-end framework (Oracle ADF).
- Ensured all user interface components and content adhered to WCAG Level AA accessibility guidelines set for the 'ASIC Connect' portal.

Other experience

Infoplex
UI Designer
2009 - 2010

- Successfully delivered new UI design for web application: 'Incite Keystone'.
- Played a major role in assisting developers integrate HTML/CSS for all pages into .Net application builds including troubleshooting style defects and QA rectifications.

Chartered Accountants
Web Designer / Producer
2007 - 2009

- Successful in enhancing the public website's user experience and usability with a full website re-design (UI, page layout and style)

Education / Certifications

- **Google Certifications** / Coursera.org

  Currently undertaking – completed by December 2023:
  - Digital Marketing & eCommerce Professional
  - Data Analytics Professional

- **Digital Marketing Professional Certification** / Monarch Institute
- **IT Certificate IV Website Design** / Computer Graphics College (CGC)
- **AssocDip AppSc** (Cartography) / Bathurst TAFE

Specialities

- **Design & produce:** websites, eStores, edm, ad banners, social ads, mock-ups
- **UI:** Low / Hi-fi website/app mock-ups, prototypes
- **UX:** Wireframing / user flow charts / diagrams
- **eCommerce:** WooCommerce (Wordpress), Shopify, Drupal
- **Code:** CSS3, HTML5, SEO, jQuery, Bootstrap, Accessibility, Javascript, ASP, PHP

Software & Tools

- **UI & graphic design**: Adobe CC (Photoshop, Illustrator, Indesign, After Effects)
- **Analytics reporting**: Google Analytics, Adobe Analytics
- **Web content management:** Adobe Experience Manager (AEM), Wordpress, Drupal /GovCMS
- **UX design:** Sketch, Figma, Adobe XD, Balsamiq
- **Front-end frameworks**: Bootstrap, Foundation, jQuery, Webflow